

Tightly-Coupled Online Representations for Geographically-
centered Shopping Complexes

ABSTRACT OF THE DISCLOSURE

[0047] An enhanced sensory experience coupled to an online shopping mall web site
5 which creates an apparent geographical coupling between cyberstores within an online
mall, and enables online store proprietors to control shopping environment factors
using presentation of visual images and audible sounds relevant and coordinated to a
shopper's "position" within a cybermall. As a shopper moves through a cybermall,
graphical images of mall hallways and store facades are presented in a geographically
10 logical sequence, with hot spots in the images defining entry points to enter the stores.
As stores are entered, specific images of store interiors are provided, allowing each
store to control and generate an environment within their own store. During the entire
experience, relevant audible sounds are provided to the shopper such as general mall
hallway sounds while in the mall, and store-specific background sounds and music
15 while in a selected store.